Official Program ● 25 cents



Fort Hays State

vs.

Omaha University

October 14, 1961



1961

BAND AND PARENTS' DAY

Lewis Field Stadium ● 7:30 p.m.

2002-10-10

A Welcome From the President



M. C. Cunningham
President of the College

Welcome to Parents and Band Members

Today we are honored and pleased to have as our guests over 1,500 band members of high schools in our area and the parents of our 3,250 students. It is our sincere wish that all of our guests will have a most enjoyable visit.

To all parents, we trust that this day will give you an opportunity to visit some of the buildings and facilities and to meet many of the people on our faculty who are dedicated to their responsibility of making your sons and daughters thoughtful, intelligent, mature and responsible citizens.

To all band members, you are to be congratulated on your excellent performance and fine appearance. Speaking for our students and faculty, we hope that Band Day will be a pleasant and profitable occasion for you.

To all of our guests, may the day be one to be long remembered. Our sincere wish is that you will return to the campus often.

Cordially yours,

M. C. Cunningham, President

More Than 1,500 Parents, 37 Bands On Campus Today

The combined Band Day and Parents' Day is one of the highlights of the fall semester at Fort Hays State. It annually brings thousands of high school band members, parents of students and interested spectators to the campus.

The day's activities included a program for the parents this afternoon at Sheridan Coliseum. The Parents' Day portion of the schedule is sponsored by the Second Generation Club, an organization of students whose mothers or fathers, or both, attended FHS. M. V. Walker and Harold Stones of the college faculty guided the group in planning Parents' Day.

Highlighting Band Day was the parade through downtown Hays this afternoon. The nearly 40 bands involved in the day's activities also are guests of the college tonight, performing individually throughout the game. The college music department sponsors the Band Day festivities.

Combining the crowds of people, the sound and color of the musicians and the action of a Tiger football game, today's special events provide a real "college football weekend" for Western Kansas.

High school bands, the number of members and their directors scheduled to take part in today's activities:

Agra (information unavailable)
Almena (36) B. Watt
Alton (28) C. Bohannen
Barnard (28) B. Wiley
Belpre-Trousdale (50) .. D. Wittig
Bison (46) E. Miller
Bucklin (55) L. Cooper
Bushton (40) A. Sivils
Codell P. Darnell
Concordia (65) R. Anderson
Dorrance (27) D. McGettrick
Garfield (43) D. Atkeson
Gorham (35) B. Clark
Grainfield (40) Miss Miller
Grinnell (40) Mrs. Albers
Haviland (35) J. Hoskins
Hays Junior High (76) .. B. Nelson
Hoxie (41) P. Law
Lenora (50) G. Smeltzer
Mullinville (36) L. Osborne
Oakley (43) W. Greenlee
Otis (41) C. Payne
Palco (65) M. Stuttheit
Paradise (21) C. Jones
Park (30) S. Venard
Phillipsburg (45) J. Andregg
Rozel C. Kingry
Sylvan Grove (35) G. Wiley
Tribune (60) H. Boye
Utica (35) Mrs. Sanders
Victoria C. Bahl
WaKeeney (50) B. Stutterheim
Webster (39) J. Gilmore
Weskan C. Deister
Winona (30) D. Sire

Indians and Tigers Open Conference Slate Tonight

Omaha and Fort Hays State — the two teams that tied for the conference cellar each of the past two seasons — open their CIC schedules tonight. Each school boasts an improved team and each has hopes of moving up in the league standings.

OU won its first two games, downing Morningside (Iowa), 32-6, and Colorado State of Greeley, 27-6, before being edged by Colorado Mines, 13-12. The Indians had an open date last week, using the extra time to get injured performers back in shape for the CIC season.

Fort Hays State has a 1-2-1 mark, defeating Kearney (Neb.) State, 24-0; losing to Northwest Missouri, 17-16, and Colorado College, 14-6, and earning a tie with Eastern New Mexico, 19-19.

The visiting Omahans tonight have a nucleus of 18 lettermen returning from last year's squad, which managed a 1-7-1 record. The Indians' two wins this fall assure them of their best season record since 1956.

Added to the experienced Indians are a handful of highly regarded transfers, including quarterback Carl Meyers (Wyoming), tackle Neil Galloway (Bates College), lineman Paul Limas (Doane), tackle Stan Kurtz (St. Benedict's), tackle Bob Florian (Wyoming), guard Anthony Roberto (Independence JC) and tackle George Jesko (El Dorado JC).

Sparking the Indian attack are two 154-pound halfbacks, veteran Louie Miloni and CIC sprint champion Roger Sayers. Sayers has averaged 18 yards per carry and is second in conference rushing despite the fact he has toted the ball only 13 times in three games. Carl Meyers, a former Nebraska all-stater, is second in league passing and third in total offense.

For Coach Wayne McConnell's Fort Hays Staters, quarterback Dave Parker, veteran halfback Wayne Schumacher and freshman fullback Steve Worley has carried the offensive load in recent games. Parker leads the conference in rushing and total offense and ranks 18th in the nation in both categories.

The Tigers' ground attack, which punched out 304 net yards in the Eastern New Mexico tie last Saturday, will meet a severe test in the OU defense. The Nebraskans lead the CIC in rushing defense, allowing only 105.7 yards per game.

OU also boasts the league's top punter, end Paul Blazevich, a former junior college all-America choice who has averaged 41.6 yards per punt this fall.

In the history of the series, the two teams are all even at 2-2, although Fort Hays State has won each of the last two encounters. The records:

1960	FHS	19-18
1959	FHS	18-6
1954	OU	19-27
1953	OU	12-20

PEPSI-COLA BOTTLING CO.
705 Milner

NOW IT'S PEPSI
for those who think young!

Get an extra carton today!

ALSO TRY

TEEM

THE NEW LEMON-LIME DRINK



Band Day Activities Feature Tiger Marching Band

After a one-year absence, Fort Hays State's marching band is again performing at halftime during Tiger home football games. The Tiger marching band is the focal point of today's Band Day activities.

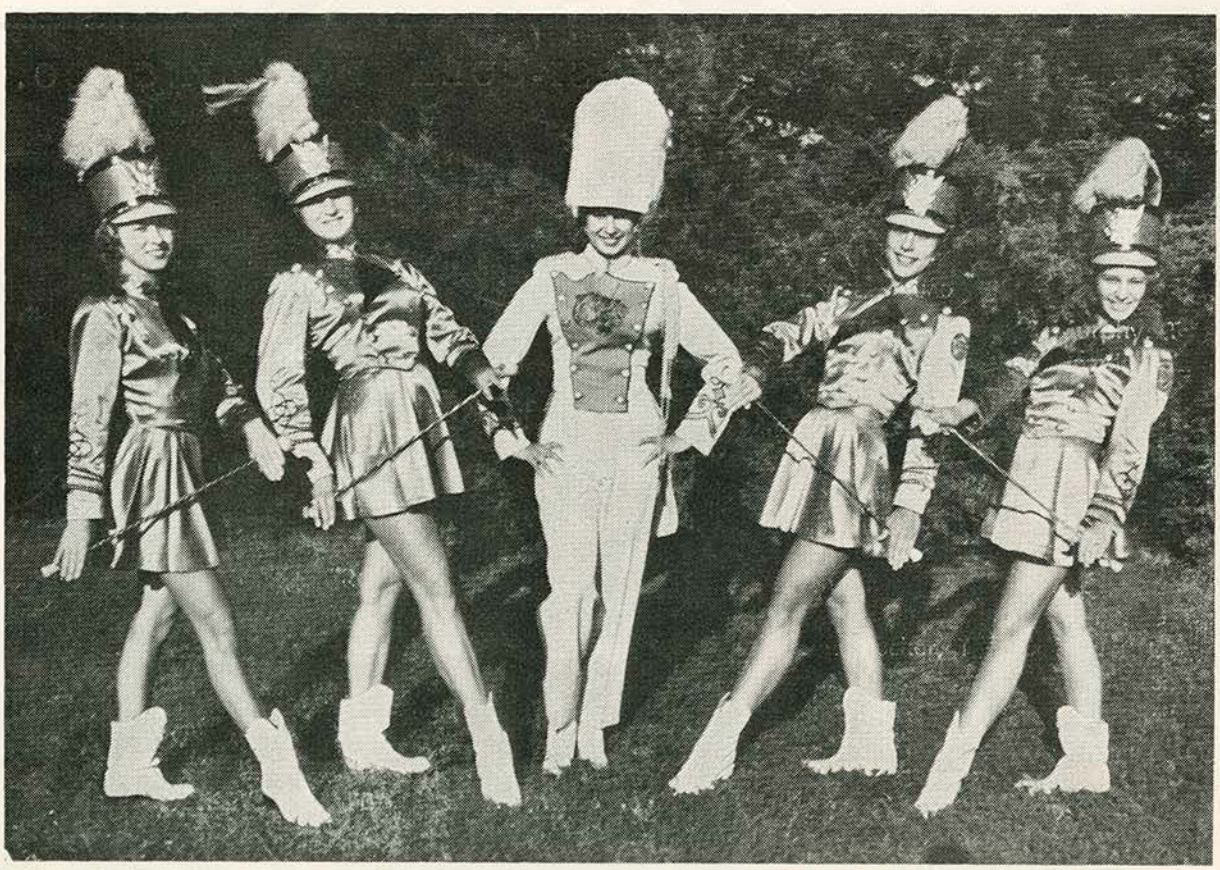
Nearly 85 members were selected for the 1961 marching band, which presented its first performance during last week-end's Eastern New Mexico game. The well-executed show met with considerable local acclaim.

The band is under the direction of Mr. Lyle Dilley, assistant professor of music and director of bands at Fort Hays State. Mr. Dilley came to FHS this year after ten successful years as band director at Wellington High School, where his bands won numerous awards and much recognition. He has held high offices in several professional music organizations and was a member of the Wichita Symphony orchestra for 11 years.

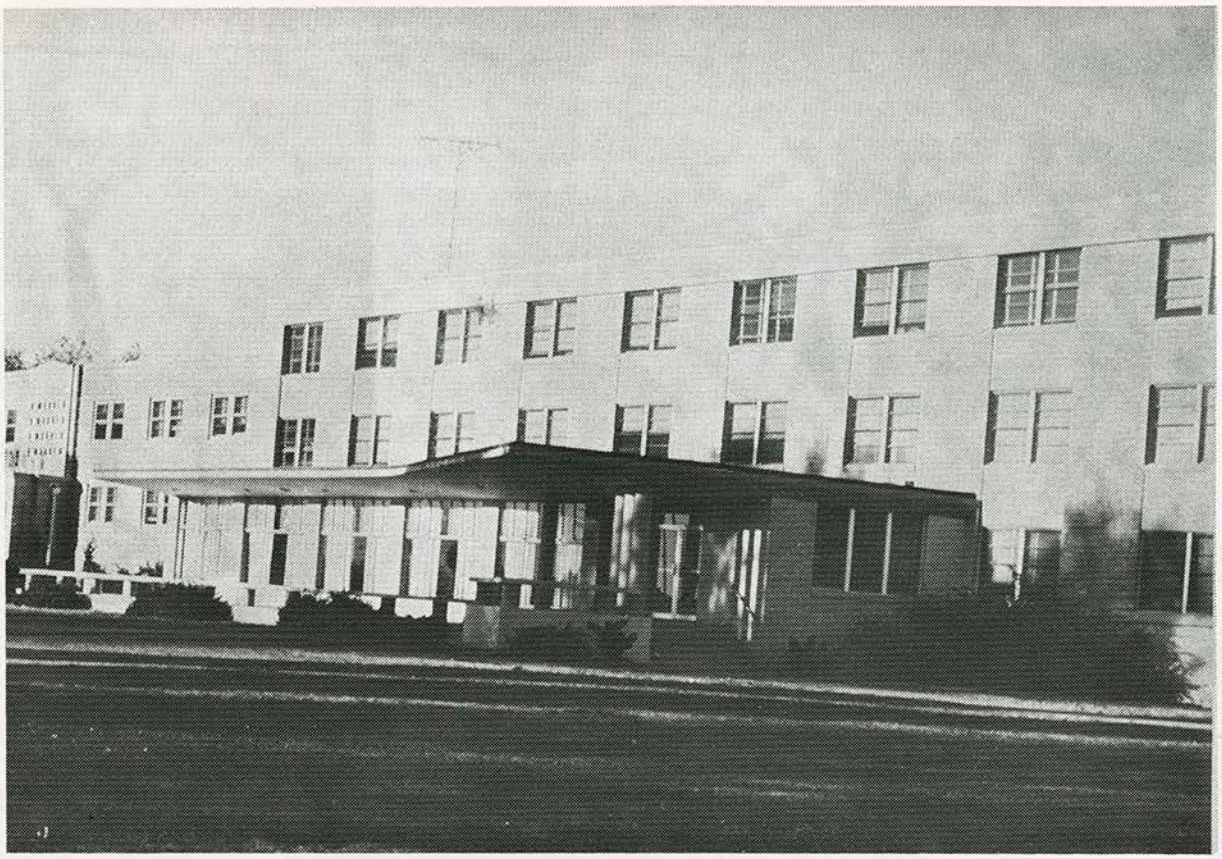
The Tiger marching band will perform as a pep band for home basketball games, as well as appearing at home football contests.



Lyle Dilley
FHS Band Director



Leading the Fort Hays State marching band this year is Drum Majorette Marcia McClellan, Hays sophomore, and four twirlers. The fancy steppers, left to right, are Patsy Leuty, Ellsworth junior; Norma Gibson, Dighton senior; Miss McClellan; Sharon Henderson, Hays sophomore, and Susan McReynolds, Salina freshman.



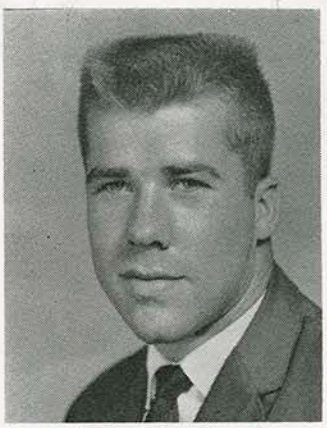
Men's Residence Hall
Bed and Board on Big Creek



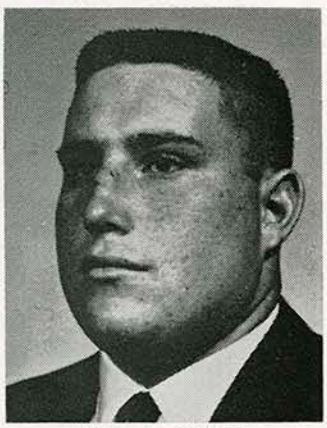
HB Wayne Schumacher



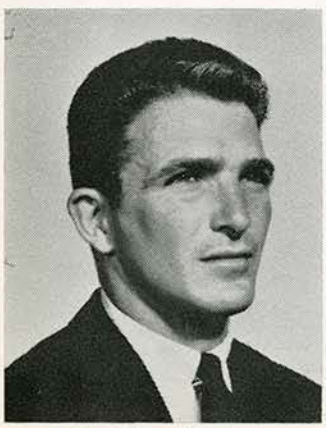
T Ron Gardner



QB Mike Engel



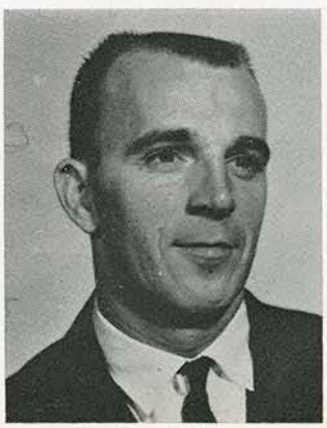
T Jim Baird



QB Dave Parker



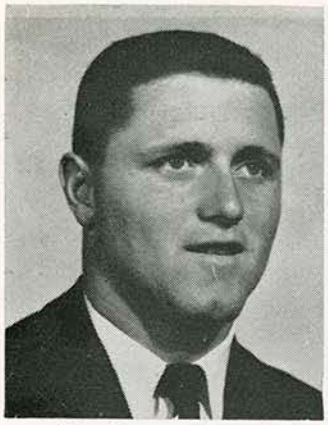
HB Jim Lee



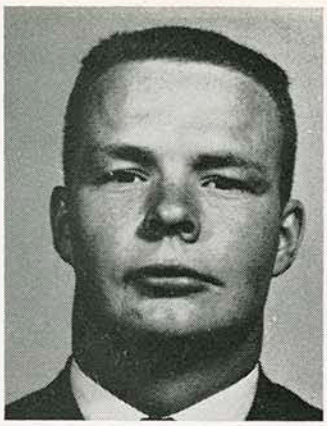
E Don Schrock



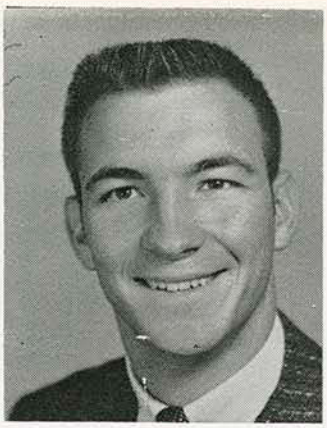
C Gerald Strecker



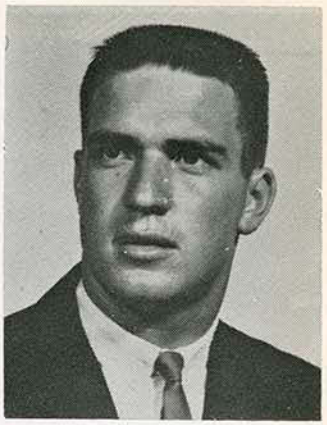
QB George Daniels



G Jim Sanderson



HB Clayton Williams



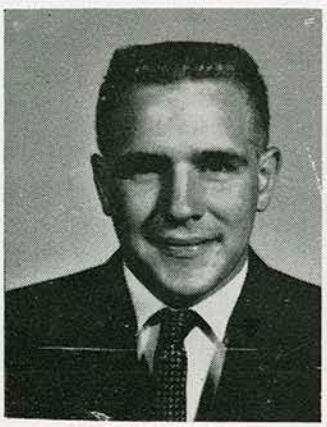
G Larry Dreiling



FB Derryl Franz



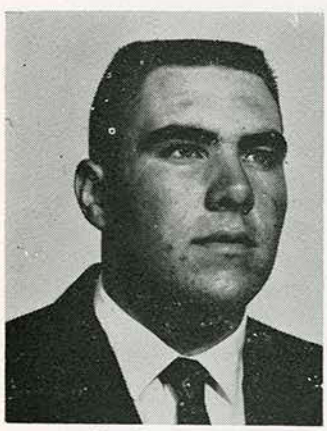
E Tom Gibson



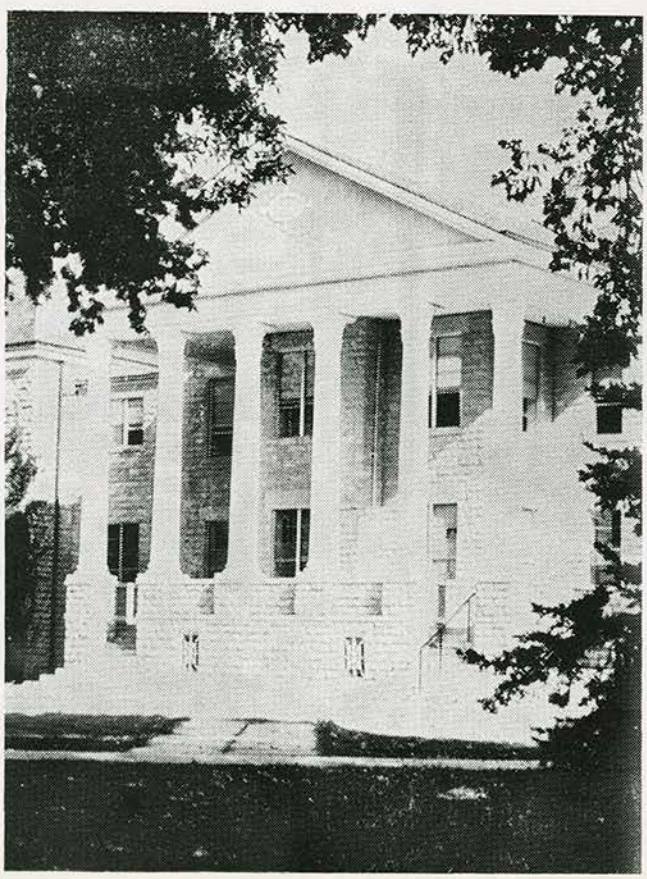
HB Larry Bates



T Ron Schumacher



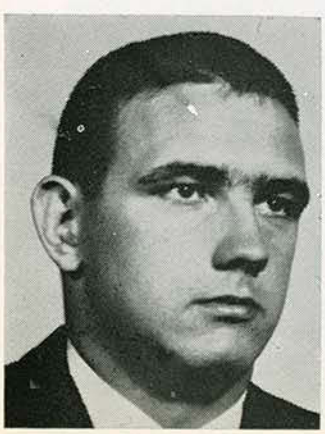
G Kirk Pope



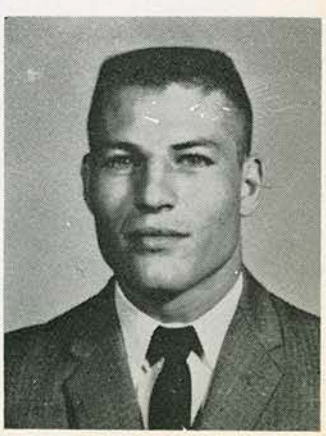
Picken Hall
Campus Landmark Since 1903



FB Jerry Brown



C Jim Tinkler



HB Ken Belisle

MARKWELL
Stationery Co.
Office Supplies
Gifts
School Supplies
1010 Main Hays

THE
FARMERS
STATE BANK
MEMBER F. D. I. C.
Hays, Kansas

For . . .
HOME COOKED MEALS
SHORT ORDERS
or
TACOS — PIZZA — BASKETS
of all kinds
Stop At
KENT CAFE
&
PIZZA HUT

Fort Hays State Roster

No.	Name, Hometown	Yr.	Age	Ht.	Wt.	Pos.
10	‡Dave Parker, Tonganoxie	Jr.	25	5-7	147	QB
11	*George Daniels, Granby, Colo.	So.	19	5-11	173	QB
12	*Mike Engel, Wellington	Sr.	22	5-9	157	QB
14	Dwight Gillespie, St. John	Fr.	18	5-10	169	QB
20	Larry Bates, Hoisington	So.	19	5-9	162	HB
22	*Ken Belisle, Wichita	Jr.	22	5-10	169	HB
23	Tim Daniels, Granby, Colo.	Fr.	18	5-10	172	HB
30	Steve Worley, Clay Center	Fr.	18	6-0	189	FB
31	*Derryl Franz, Rozel	Jr.	21	5-8	175	FB
32	*Jerry Brown, Dodge City	So.	18	6-3	200	FB
33	Billy Schafer, LaCrosse	Fr.	17	5-10	170	FB
40	**Wayne Schumacher, Hays	Sr.	21	6-0	167	HB
41	Richard LaPlant, Broughton	Fr.	18	5-7	157	HB
42	**Jim Lee, Cummings	Jr.	22	5-9	173	HB
43	Vic Lyczak, Northbrook, Ill.	Fr.	18	5-10	163	HB
50	*Clayton Williams, Plainville	So.	19	6-1	177	E
51	Duane Miller, Larned	Fr.	18	6-3	157	E
52	Tom Gibson, Arkansas City	Jr.	20	5-11	175	E
53	*Don Schrock, Mankato	Sr.	22	6-0	185	E
54	Bill Walters, Hays	Fr.	18	6-0	175	E
55	Charles Williams, Brewster	Jr.	24	6-2	177	E
56	Jerry Steinbacker, Gt. Bend	Fr.	18	6-0	171	E
57	Jim Sellens, Hoisington	So.	10	6-0	175	E
60	**Jim Baird, Brewster	Jr.	20	6-0	268	T
61	*Ron Schumacher, Munjor	So.	19	5-11	228	T
62	Vernon Minnis, St. John	So.	18	6-2	223	T
63	**Ron Gardner, Abilene	Jr.	20	6-0	225	T
64	Dick Chastain, Russell	Fr.	18	6-1	212	T
65	Mike Murphy, Abilene	Fr.	18	6-2	197	T
66	Rance Headley, Ellsworth	Fr.	18	5-11	168	E
67	Bill Lindner, Kendall	Fr.	18	6-1	232	T
70	*Larry Dreiling, Hays	So.	21	6-2	190	G
71	Jim Sanderson, LaCrosse	So.	23	5-11	198	G
72	Joe Stos, Otis	Fr.	18	6-1	187	G
73	Merle Dupont, Chase	Jr.	22	6-1	210	G
74	Karl Leiker, Hays	So.	23	5-9	212	G
76	*Kirk Pope, Selden	So.	18	6-0	210	G
77	Ed Adrian, Florence	Fr.	19	5-7	204	G
80	Jim Tinkler, Russell	So.	19	6-0	190	C
81	Wally Henrickson, Logan	Jr.	20	5-10	217	C
82	**Gerald Strecker, Russell	Jr.	20	5-10	190	C
83	Larry Pritchett, Iuka	So.	19	5-11	239	C

* Letters earned
‡ Lettered twice at Colorado College

Head Coach: Wayne J. McConnell Assistant Coach: Ed McNeil
Student Assistant: Jim Casper

HUNTER
Ready Mix
CERTIFIED STRENGTH
CONCRETE DELIVERED
Any Time—Anywhere
Call for Quotation
MA 4-3459 10th & Milner

Need A Tux?
SEE
QUALITY CLEANERS
BOTH WHITE AND BLACK
All Accessories
— Also —
CLEANING— In at 9:30
Out at 5:30

TASTEE-FREEZ
DRIVE UP WINDOW
CARRY OUT SERVICE
Call MA 4-2425
Sundaes — Shakes — Cones
Sandwiches
OPEN — 11 a.m. to 10 p.m.
2412 VINE

VICEROY'S got it at both ends...

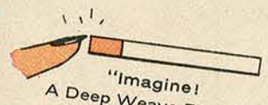
GOT THE FILTER! GOT THE BLEND!



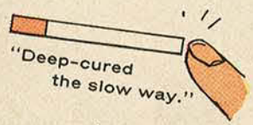


SHE: I'd heard about the famous filter, never knew Viceroy had the best taste, too.

HE: You get both! Viceroy's Deep-Weave* Filter and the rich tobacco blend!



Compare the filter: Only Viceroy has the Deep-Weave Filter. Viceroy's Deep-Weave Filter is woven from a vegetable substance that's pure, and safe!



Compare the blend: Only Viceroy has this rich tobacco blend, deep-cured the slow way to bring real taste to filter smoking!



SHE: Mmm, now I've really got it! Viceroy's Deep-Weave Filter and the best taste, too!

HE: You'll feel a big difference in pleasure... because Viceroy's got it at both ends. Got the filter! Got the blend!

*Reg. U.S. Pat. Office

FORT HAYS STATE

PROBABLE STARTING LINEUP

No.	Name	Position
53	DON SCHROCK	LE
60	JIM BAIRD	LT
76	KIRK POPE	LG
82	GERALD STRECKER	C
70	LARRY DREILING	RG
63	RON GARDNER	RT
50	CLAYTON WILLIAMS	RE
10	DAVE PARKER	QB
40	WAYNE SCHUMACHER	LH
42	JIM LEE	RH
30	STEVE WORLEY	FB

THE TIGER SQUAD

10 Parker, QB
11 G. Daniels, QB
12 Engel, QB
14 Gillespie, QB
20 Bates, HB
22 Belisle, HB
23 T. Daniels, HB
30 Worley, FB
31 Franz, FB
32 Brown, FB
33 Schafer, FB
40 W. Schumacher, HB
41 LaPlant, HB
42 Lee, HB
43 Lyczak, HB
50 Cl Williams, E
51 Miller, E
52 Gibson, E
53 Schrock, E
54 Walters, E
55 Ch. Williams, E
56 Steinbacker, E
57 Sellens, E
60 Baird, T
61 R. Schumacher, T
62 Minnis, T
63 Gardner, T
64 Chastain, T
65 Murphy, T
66 Headley, E.
67 Lindner, T
70 Dreiling, G
71 Sanderson, G
72 Stos, G
73 Dupont, G
74 K. Leiker, G
76 Pope, G
77 Adrian, G
80 Tinkler, C
81 Henrickson, C
82 Strecker, C
83 Pritchett, C

NEXT HOME GAME: OCTOBER 28, EMPORIA STATE
1961 Homecoming

OMAHA UNIVERSITY

PROBABLE STARTING LINEUP

No.	Name	Position
51	Paul Blazevich	LE
75	George Jesko	LT
74	Duane Salak	LG
80	Art Ferguson	C
79	Gary Baughman	RG
84	Neil Galloway	RT
56	Jack Kiscoan	RE
30	Carl Meyers	QB
24	Roger Sayers	LH
23	Louis Miloni	RH
38	Wayne Backes	FB

THE INDIAN SQUAD

22 Payne, HB
23 Miloni, HB
24 Sayers, HB
26 Kortright, HB
29 Gibson, QB
30 Meyers, QB
32 Benson, QB
36 Foster, HB
38 Backes, FB
39 Richardson, HB
40 Mason, FB
41 Allen, QB
42 D. Taylor, HB
43 Agnew, QB
45 Miller, FB
46 Stanek, HB
50 Davis, E
51 Blazevich, E
53 Freelin, E
54 Roberto, G
55 Jones, E
56 Kiscoan, E
57 Readhimer, G
58 Meils, E
59 Hepburn, E
62 Florian, T
63 Kurtz, T
67 Limas, T
68 Peterson, T
69 Rivera, T
70 Masek, G
71 A. Taylor, G
72 Wenck, G
74 Salak, G
75 Jesko, T
76 Donovan, G
77 Howard, G
79 Baughman, G
80 Ferguson, C
81 Convey, C
84 Galloway, T

OFFICIALS Referee: Melvin Vigola (Topeka) Head Linesman: Brice Durbin (Topeka)
Field Judge: Ray Waddell (Topeka) Umpire: Chet Davenport (Topeka)

Don't smoke another cigarette until... you learn what Viceroy can do for your smoking pleasure!

Omaha University Roster

No.	Name, Hometown	Yr.	Age	Ht.	Wt.	Pos.
22	*George Payne, Omaha (Cr. Prep)	Jr.	20	5-10	167	HB
23	*Louis Miloni, Omaha (Central)	Jr.	21	5-5	154	HB
24	*Roger Sayers, Omaha (Central)	So.	19	5-8	154	HB
26	*Ken Kortright, Omaha (Benson)	Fr.	18	5-3	145	HB
29	*Dave Gibson, Nokomis, Ill.	Jr.	20	6-1	164	QB
30	Carl Meyers, Omaha (Cr. Prep)	So.	20	5-11	160	QB
32	Joe Benson, Paducah, Ky.	Fr.	18	5-10	169	QB
36	Jim Foster, Omaha (Central)	So.	19	5-11	177	HB
38	*Wayne Backes, Morrisplains, N. J.	So.	19	5-8	185	FB
39	*Gerry Richardson, Fredonia, Ks.	Jr.	25	6-1	169	HB
40	Dave Mason, Englewood, N. J.	Fr.	19	5-11	182	FB
41	*Ken Allen, Omaha (Central)	So.	19	5-11	188	QB
42	*Dean Taylor, Omaha (North)	Jr.	21	5-11	176	HB
43	Bob Agnew, Columbus, Ohio	Fr.	19	6-3	189	QB
45	*Barry Miller, Mountain Lakes, N. J.	Jr.	20	6-0	205	FB
46	Ed Stanek, Omaha (Cathedral)	Fr.	18	6-0	189	HB
50	Bill Davis, Adair, Iowa	Fr.	18	6-3	195	E
51	*Paul Blazevich, Wall, Pa.	Sr.	23	6-0	195	E
53	Jim Freelin, Omaha (Westside)	Fr.	18	6-0	169	E
54	Anthony Roberto, Middletown, N. Y.	So.	22	5-9	190	G
55	*Max Jones, Stanton, Iowa	Jr.	20	6-2	172	E
56	Jack Kiscoan, Omaha (South)	So.	20	6-0	191	E
57	Bob Readhimer, Omaha (Benson)	Fr.	18	5-10	165	G
58	Mike Meils, North Bend, Neb.	Jr.	20	6-2	193	E
59	Glen Hepburn, Boys Town, Neb.	So.	24	6-3	185	E
62	Bob Florian, Shepherd, Mich.	So.	20	6-0	234	T
63	Stan Kurtz, Omaha (Cathedral)	So.	20	6-3	225	T
67	Paul Limas, Omaha (South)	So.	18	5-9	238	T
68	Jack Petersen, Omaha (North)	So.	19	6-5	270	T
69	Ray Rivera, Omaha (Tech)	Fr.	18	6-0	270	T
70	*Mel Masek, Omaha (South)	Jr.	20	5-10	183	G
71	*Al Taylor, Omaha (South)	Sr.	21	5-10	188	G
72	Dale Wenck, Carroll, Iowa	Fr.	19	5-7	184	G
74	*Duane Salak, Schuyler, Neb.	Jr.	22	6-0	200	G
75	George Jesko, Wilmerding, Pa.	Jr.	20	6-2	200	T
76	*Gerry Donovan, Omaha (Cathedral)	Jr.	22	5-9	190	G
77	*Jim Howard, Omaha (Central)	Jr.	21	5-10	163	G
79	*Gary Baughman, Omaha (Westside)	Jr.	21	5-11	204	G
80	*Art Ferguson, Omaha (North)	Sr.	21	5-11	208	C
81	Mike Convey, Omaha (North)	So.	19	6-0	200	C
84	Neil Galloway, Mountain Lakes, N. J.	So.	20	6-2	215	T

* Letterman

Head Coach Al Caniglia

Line Coach Don Watchorn Backfield Coach Ken Fischer

● Stationery ● Gifts
● Cosmetics ● Vitamins
● Health Needs

For Prescription Service
Call MA 4-2521

Harkness Pharmacy

First National Bank

HAYS, KANSAS

NORTHWESTERN TYPEWRITER COMPANY, INC.

800 MAIN

Watch Repairing
SERVICE ON ALL MAKES
CALL MA 4-4327

Guaranteed Repair
Reasonable Prices

ROHR Jewelry
● Elgin ● Bulova 709 Main

FORT HAYS INSURANCE AGENCY

Across from Campus

W. E. "Mack" MECKENSTOCK '37

Life Member
Million-Dollar Round Table

PIZZA — RAVIOLI
SHRIMP ! !

THE ITALIAN VILLAGE

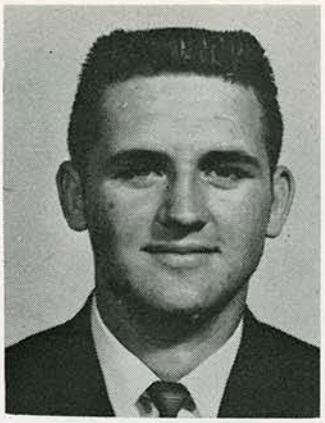
Inquire About the Capri Room
Parties up to 110 people



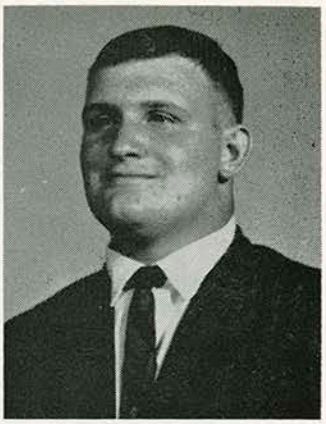
T Vernon Minnis



G Merle Dupont



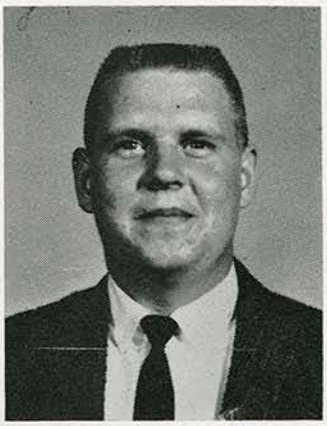
FB Steve Worley



G Karl Leiker



T Bill Lindner



C Larry Pritchett



T Dick Chastain



E Charles Williams



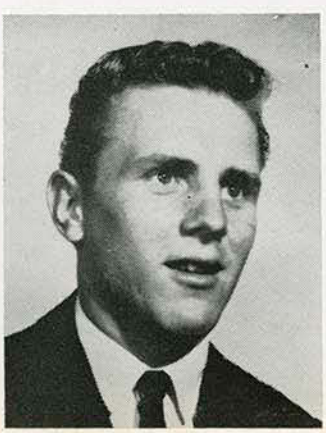
HB Tim Daniels



C Wally Henrickson



E Duane Miller



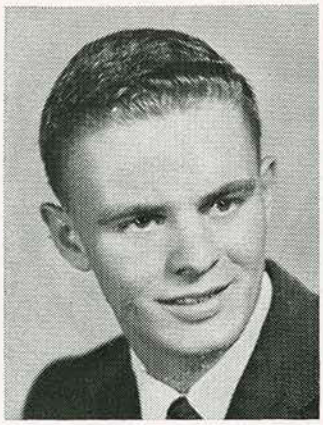
E Bill Walters



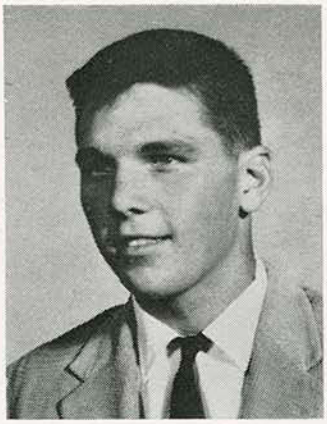
Science Hall
Strength and Endurance



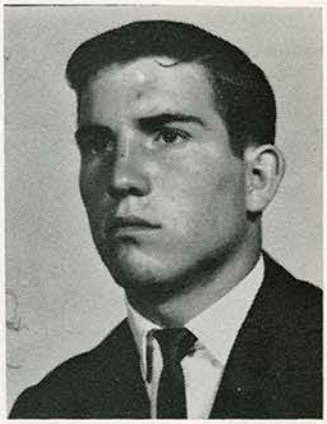
HB Vic Lyczak



E Jim Sellens



E Jerry Steinbacker



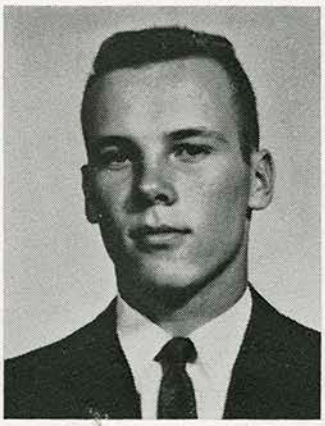
QB Dwight Gillespie



G Joe Stos



G Ed Adrian



FB Billy Schafer

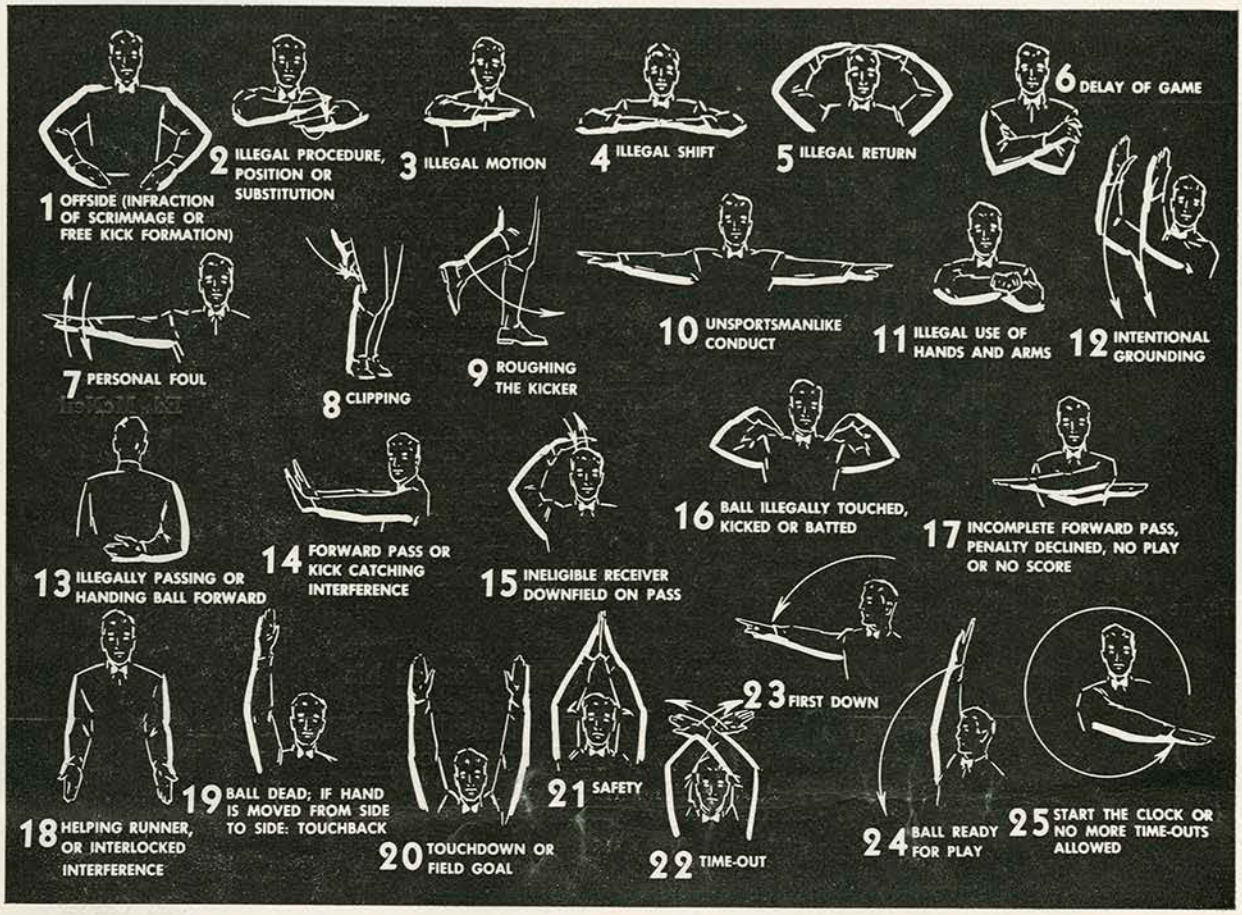


HB Richard LaPlant



Memorial Union
"The Living Room of the Campus"

Officials' Signals for 1961



Two Places In

Town Where Your

Laundry Gets The

Best Care Possible.

KESSLER

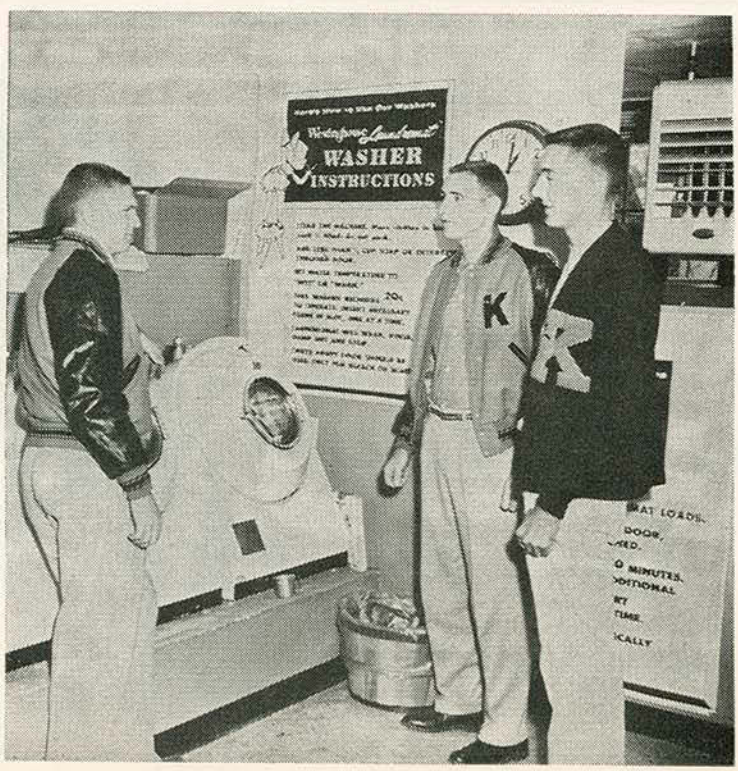
CLEANING COMPANY

708 Park

PARK DRIVE

LAUNDROMAT

126 W. 9th



Fort Hays State Football Coaching Staff



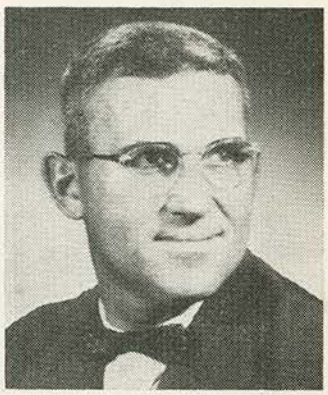
Wayne McConnell

Two veteran coaches—Wayne McConnell and Ed McNeil—and a newcomer to coaching ranks—senior assistant Jim Casper—are guiding Fort Hays State football fortunes this fall.

McConnell and McNeil have coached together for ten years—five at College of Emporia and five at Fort Hays State. At C of E, McConnell compiled a 39-12-1 record in six seasons and was named Little All-American Coach of the Year. He has also coached at high schools in Effingham, Gaylord, Downs and Manhattan, and is in his sixth season at FHS.

McNeil began his coaching career at C of E after earning third-team All-American laurels at Kansas State. He coached at the University of North Dakota for two seasons between his C of E position and his job here. He is also gymnastics coach at FHS.

Casper lettered three times as a Tiger quarterback before a knee injury ended his playing career in 1959. He is completing his undergraduate work with a physical education major this year. The Hays native managed the Hays Larks baseball team to its league championship during the past summer.



Ed McNeil



Jim Casper

Power On The

TIGER LINE

AND

Power From The

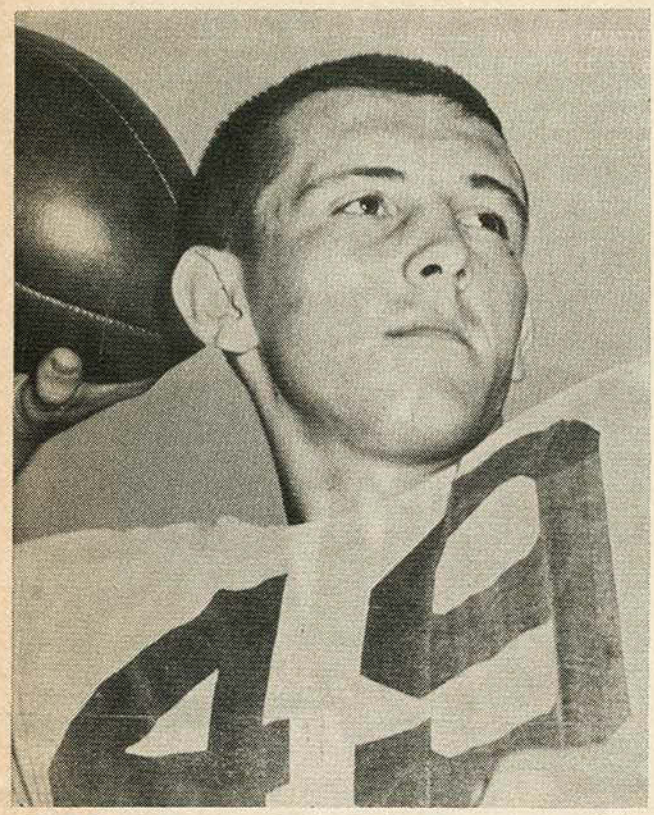
Central Kansas Power Co.

AN UNBEATABLE COMBINATION

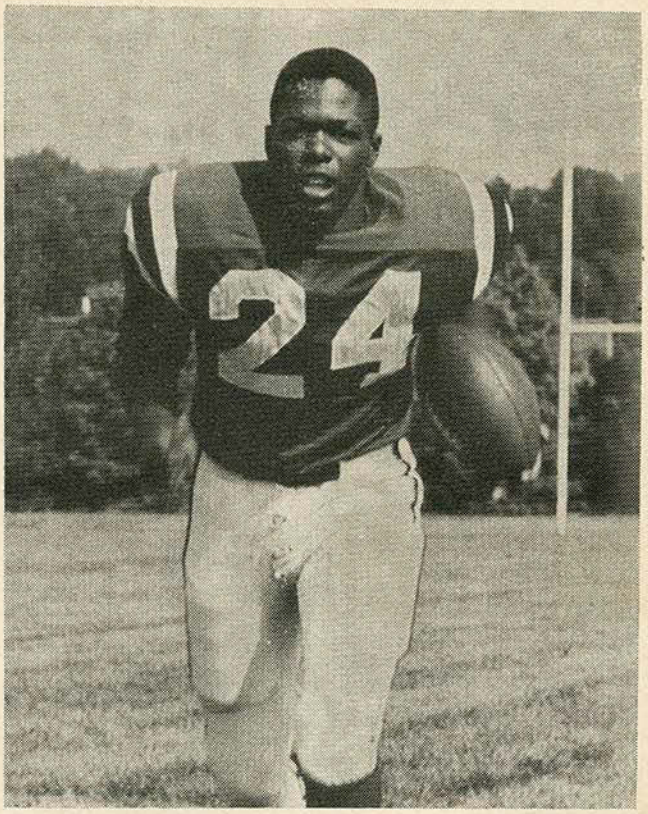
"LIVE BETTER ELECTRICALLY"



Meyers and Sayers Pace Omaha Attack



Transfer quarterback Carl Meyers, a former Nebraska all-state player, is the OU field general. He ranks second among conference passers and third in total offense. The 160-pound sophomore, an Omaha native, transferred back to his hometown after attending the University of Wyoming.



Sprint champion Roger Sayers, another native Omahan, is the Indians' top running threat. The diminutive speedster, who won the 100 and 220 yard dashes at the CIC track meet last spring, has averaged 18 yards per carry and ranks second among CIC rushers though he has carried only 13 times.

DELICIOUS

KING'S KWALITY

Ice Cream

All Flavors

HAYS CREAMERY

310 E. 11th 4-2415

Next Game

Next week the Tigers invade Pittsburg to meet the high-flying Gorillas, one of the top ten small college teams in the nation. The Pitt squad is undefeated and unscored upon in its first four games and is now a heavy favorite to win the conference championship. It will be Pitt's Homecoming. The Bengals remember their own Homecoming of last fall, when Pitt buried FHS, 44-7. The contest is scheduled for 2 p.m. next Saturday.

For Choice

STEAKS

SHRIMP

LOBSTER

CHICKEN

T E D ' S

Steak House

15th and Vine

K A Y S

Is Broadcasting

This Game,

This Minute

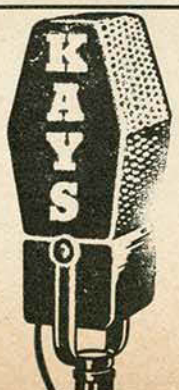
And Broadcasts

All Tiger

Football Games

At Home

And Away



Billinger's

Bakery

Phone MA 4-2016

209 W. 10th Hays



Salem refreshes your taste "air-softens" every puff

- menthol fresh
- rich tobacco taste
- modern filter, too

Take a puff... it's Springtime! When you light a Salem, you can almost imagine yourself in this scene — all golden sunlight and new green, with air so fresh. Salem is the most refreshing cigarette of all, for its High Porosity paper "air-softens" every puff. Rich-tasting, too, with the full flavor of fine tobaccos. Smoke refreshed... smoke Salem!

Created by R. J. Reynolds Tobacco Company